

**STATEMENT OF  
COMMISSIONER JESSICA ROSENWORCEL**

Re: *Promoting the Availability of Diverse and Independent Sources of Video Programming*,  
MB Docket No. 16-41.

So much content. So many ways to watch. So few hours in the day.

This is what viewing now feels like for me—and probably a lot of other people too. We have a dizzying array of channels. We have programming available anytime, anywhere, and on any screen. New platforms are multiplying at a rapid clip. Keeping up with a show, a season, a meme, a hashtag—it's exhausting.

While all kinds of content is now available to exhaust and excite us, for those who create it breaking through—and being seen—is hard. Cutting through the crowd often requires securing space on the channel line-up on cable and satellite systems. Although there are new ways to watch, these platforms still dominate viewing. As a result, they remain an important part of building an audience. Building an audience, in turn, is essential for new investment—which provides opportunity to create new and diverse content.

Today's Notice of Proposed Rulemaking takes a hard look at this situation. It asks about carriage agreements programmers sign to get on cable and satellite systems. In particular, it seeks comment on the operation of certain clauses in those agreements known as unconditional most favored nation provisions and alternative distribution method provisions. In practice, these clauses can make it tough for new and independent programming to get on the channel line-up of satellite and cable systems and online, as well. We ask about our authority to address these difficulties and seek ideas for ways to give new and diverse programming a fair shot at being seen. I look forward to the record that develops—and thank my colleague Commissioner Clyburn for encouraging us to get this dialogue going.